How to tell which platform is worth trying

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Emerging platforms to try

- Emerging markets are platforms that marketers haven't completely saturated yet
- Snapchat and Instagram are massive platforms but they are still emerging markets
- Both are based on posting photos and videos and their users are young
- Both platforms are worth trying if:

  - your business caters to a younger audience
  - your business can take advantage of a purely visual platform

- If your audience is older, concentrate on other channels